E-Mail

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To: F. E. Cook
F. J. DeJong

Subject: Foodarama Supermarkets (1150-00-00)

Gentlemen:

A recently completed survey of Foodarama Stores has indicated a need for attention to the following areas:

❒ UPM Promotional Load

> Stores with one UPM should feature Select as the promoted brand. Our current Select 2 Pack Lighter Offer should be displayed. If this offer is not available, coupons should be used.
> Stores with two UPM's should feature Select on the merchandiser with Full Price RJR Brands, and DORAL on the merchandiser with RJR Savings Brands.

Time should be taken to keep all areas of each UPM clean, and presentable to our Customers.

❒ Price Signage Please ensure that all price signage is updated and clean. This also includes POS on the Carton Merchandiser Canopy.

❒ Carton Merchandisers Attention should be given to the overall condition of our carton merchandisers:

> Is the merchandiser fitted with almond decor?
> What is the condition of the security doors?
> What is the condition of the canopy?

❒ Shop Rite Promotion Communication Surveys indicated a good number of stores with no Price Plus Advertising. It is extremely important that this offer is communicated to Shop Rite Customers throughout the length of each Program.

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Source: https://www.industrydocuments.ucsf.edu/docs/fnln0000

As previously discussed, Foodarama Stores average 30,000 customers weekly. Stores with such a high customer count present RJR with a unique volume building opportunity.

Your communication and follow-through with the people who contact Foodarama Stores would be greatly appreciated.

Best Regards,
Nick
G. N. Kuruc, Jr.
Gk

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